

AMENDMENTS TO THE CLAIMS

Please Add Claims 17-29.

Please amend Claims 1-4 and 14-16 as follows.

1 1. (Currently Amended) A process for enhancing the viewership of television
2 advertisements in a digital video recorder (DVR) environment, comprising the steps of:
3 designating a beginning portion ~~and end portion~~ of a commercial break in a program
4 segment;
5 wherein ~~each~~ said beginning portion is of a ~~predetermined~~ particular length of time;
6 and
7 wherein said beginning portion ~~and end portion are~~ is authored to provide a teaser to
8 entice a viewer to watch commercials during the commercial break before the viewer causes
9 the DVR to skip through the commercial break.

1 2. (Currently Amended) The process of ~~[[c]]~~Claim 1, wherein said teaser is a set of
2 images or a logo that indicate a commercial relating to a particular advertiser is present.

1 3. (Currently Amended) The process of ~~[[c]]~~Claim 1, wherein said teaser is a ~~menu or~~
2 short sequence of animations.

1 4. (Currently Amended) A process for enhancing the viewership of television
2 advertisements in a digital video recorder (DVR) environment, comprising the steps of:
3 designating a beginning portion ~~and end portion~~ of a television advertisement;
4 wherein ~~each~~ said beginning portion is of a ~~predetermined~~ particular length of time;
5 and

6 wherein said beginning portion ~~and said end portion~~ contains more important content
7 designed to get a desired message across to a viewer in the predetermined length of time[[]]
8 ; and

9 wherein an advertiser is charged a particular fee by a content provider for placing the
10 television advertisement at a beginning of a commercial break.

5 - 13. (Canceled)

1 14. (Currently Amended) The process of [[c]]Claim [[3]] 18, wherein if said teaser is a
2 menu then the viewer is allowed to skip forward past the menu or select a particular item via
3 the menu.

1 15. (Currently Amended) The process of [[c]]Claim 1, wherein the DVR pauses playing
2 the program segment after displaying said teaser.

1 16. (Currently Amended) A process for enhancing the viewership of television
2 advertisements in a digital video recorder (DVR) environment, comprising:

3 designating a beginning portion of a commercial break in a program segment;

4 wherein the beginning portion is of a ~~predetermined~~ particular length of time;

5 wherein said beginning portion is authored to cause a DVR to display a menu to a
6 viewer;

7 wherein the DVR pauses playback of the program segment after displaying the
8 menu; and

9 wherein the viewer is allowed to skip ~~forward~~ past the menu and continue viewing
10 the program segment, thereby causing the DVR to unpause the playback of the program
11 segment, or select a particular item via the menu.

1 17. (New) A process for enhancing the viewership of television advertisements in a
2 digital video recorder (DVR) environment, comprising the steps of:
3 designating an end portion of a television advertisement;
4 wherein said end portion is of a particular length of time;
5 wherein said end portion contains more important content designed to get a desired
6 message across to a viewer in the particular length of time; and
7 wherein an advertiser is charged a particular fee by a content provider for placing the
8 television advertisement at the end of a commercial break.

1 18. (New) The process of Claim 1, wherein the teaser is a tag that triggers the DVR to
2 display a menu.

1 19. (New) A process for enhancing the viewership of television advertisements in a
2 digital video recorder (DVR) environment, comprising the steps of:
3 receiving a commercial advertisement, the commercial advertisement is authored to
4 provide a teaser in a first beginning portion of the commercial advertisement to entice a
5 viewer to watch commercials during a commercial break before the viewer causes the DVR
6 to skip through the commercial break; and
7 inserting the commercial advertisement as the first commercial in a commercial
8 break in a program segment.

1 20. (New) The process of Claim 19, wherein the first beginning portion is of a particular
2 length of time.

1 21. (New) The process of Claim 19, further comprising the step of:
2 charging an advertiser a particular fee for placing the commercial advertisement as
3 the first commercial in the commercial break in the program segment.

1 22. (New) The process of Claim 19, wherein the teaser is a set of images or a logo that
2 indicate a commercial relating to a particular advertiser is present.

1 23. (New) The process of Claim 19, wherein the teaser is a short sequence of
2 animations.

1 24. (New) The process of Claim 19, wherein the teaser is a tag that triggers the DVR to
2 display a menu.

1 25. (New) The process of Claim 24, wherein when the menu is displayed the viewer is
2 allowed to skip forward past the menu or select a particular item via the menu.

1 26. (New) The process of Claim 19, wherein the DVR pauses playing the program
2 segment when displaying the menu.

1 27. (New) The process of Claim 19, wherein the DVR pauses playing the program
2 segment after displaying said teaser.

1 28. (New) The process of Claim 27, wherein the viewer can watch the commercial
2 advertisement or skip to a next commercial advertisement.

1 29. (New) The process of Claim 28, wherein the next commercial advertisement
2 presents a second teaser to the viewer and wherein the DVR pauses playing the program
3 segment after displaying the second teaser.